



Media Contacts:

Janine Wampler

317-579-5050

jwampler@alphachiomega.org

PRESS RELEASE

ALPHA CHI OMEGA RAISES AWARENESS AND EDUCATES ON DOMESTIC VIOLENCE Organization Provides Opportunities and Resources to Honor Domestic Violence Awareness Month

FOR IMMEDIATE RELEASE:

INDIANAPOLIS (October 1, 2014) — In honor of its national philanthropy, Alpha Chi Omega is celebrating Domestic Violence Awareness Month in October. In partnership with Mary Kay Inc., Alpha Chi Omega is providing its members with educational information and tools to take action against relationship violence. Throughout the month, Alpha Chi Omega members across the country will use these materials as they promote healthy relationships and fight against unhealthy relationships within their chapters and campus communities.

In addition to a social media photo contest to drive awareness and engagement, more than 17,000 women at 138 universities across the United States received buttons and palm cards identifying actions students may take against dating violence and sexual assault on their own campuses. These cards also direct readers to the loveisrespect text-for-help service, also sponsored by Mary Kay. By simply sending the text “loveis” to 22522, the helpline connects young people via text with resources and support.

Alpha Chi Omega Executive Director Tami Shields Silverman stated, “Domestic violence awareness and education has been our national philanthropy for more than twenty years. Our work is intended to help young women feel empowered to develop healthy relationships for themselves and create a supportive environment for their peers. It’s about giving our members the support and resources to grow as real, strong women, while also instilling trust and confidence to know when and how to ask for help.”

As another part of the month’s initiatives, Alpha Chi Omega hosted a live virtual discussion with Leslie Morgan Steiner, *New York Times* bestselling author of *Crazy Love*, a memoir about her experience as a young woman in a violent relationship. In order to further educate members, the organization provided a discussion guide for chapters to view the recorded discussion and Steiner’s TEDTalk and converse about ways they too can leave unhealthy relationships and support others in doing so.

To learn more about Alpha Chi Omega’s domestic violence awareness initiatives, visit alphachiomega.org.

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About Alpha Chi Omega

Alpha Chi Omega is a values-driven fraternity founded in 1885 whose national philanthropy is domestic violence awareness and prevention. As a nonprofit organization, it supports more than 100,000 living members in 134 college chapters and 200 alumnae chapters across the United States. The Fraternity is far more than a social organization, more than a place to live, or a way to meet people. Its mission is to enrich the lives of members through lifetime opportunities for friendship, leadership, learning and service. Learn more about Alpha Chi Omega at alphachiomega.org and facebook.com/alphachiomegahq.

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